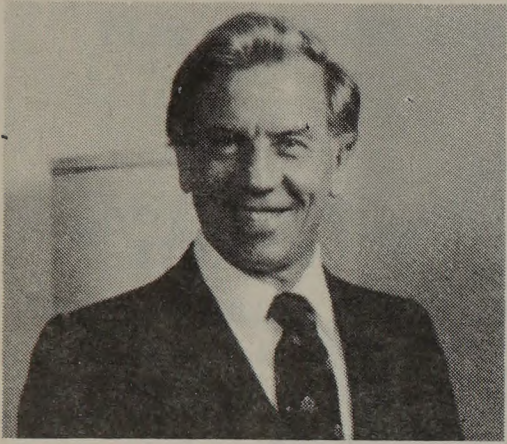




Centenary College
President's Report
1980-1981



from the president

financial report

If God thinks in eons, geologists in eras, historians in ages—and Communists in Five Year Plans!—we Methodists settle for quadrennia. Could it be that we are brisker, or just not presbyopic?

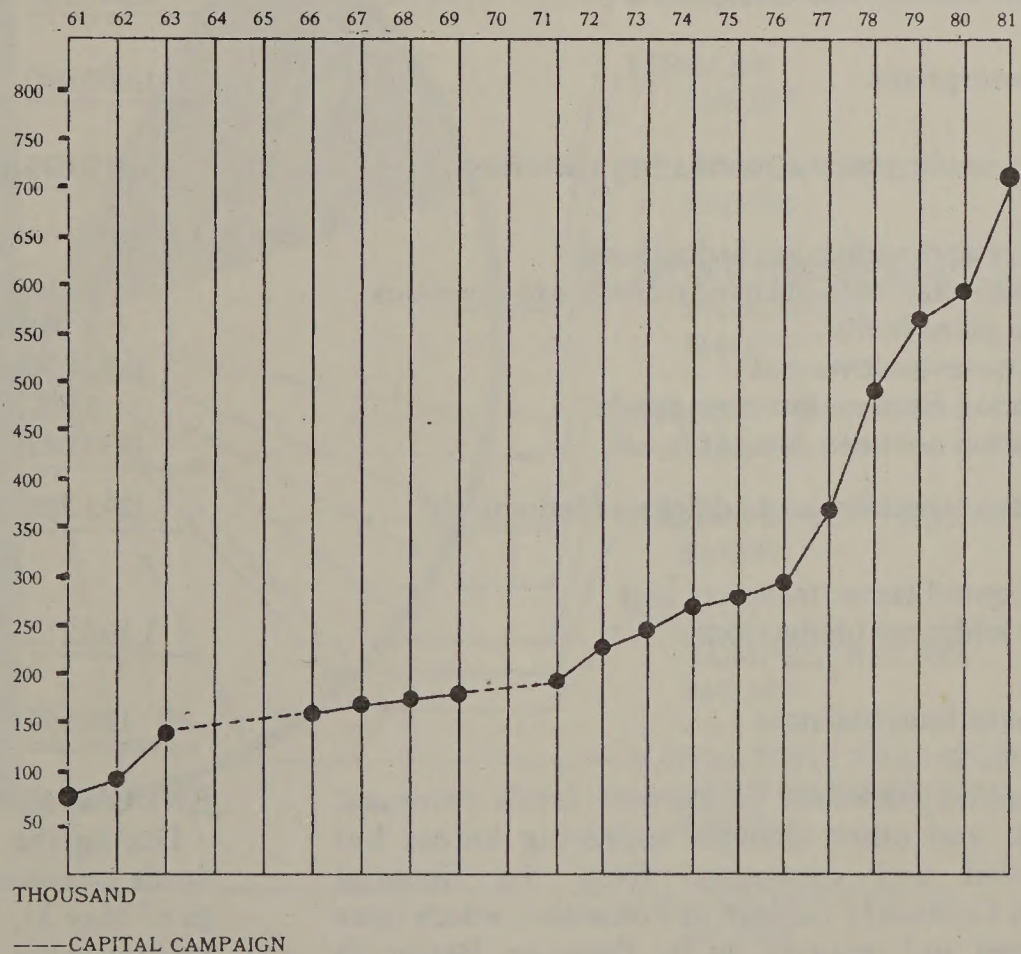
In any event, these past four years have been for all of us—for all the friends of the College—a quadrennium of tussle for Centenary's future. We have planned zealously together, worked hard, sacrificed, cooperated, encouraged each other, and, we believe, succeeded beyond even our hopes for what four years could produce.

It has been a quadrennium of balanced budgets, of doubled endowment, of enrollment up to near capacity, yet of maintained excellence in academics. The following account details last year's activities; and it is a buoyant report.

For the fourth consecutive year, the budget has been balanced. And at the end of the fiscal year, May 31, 1981, the Great Teachers-Scholars Fund boasted the largest dollar total ever—\$720,500! Added to that was the challenge by two anonymous donors to raise \$100,000 in new and increased funds, which was enthusiastically met.

The 1825 Club saw a 29 percent increase in membership, and there was steady growth in the Founders' and President's Clubs. The remarkable increases in alumni giving resulted in Centenary's being named a finalist in the U.S. Steel Alumni Giving competition.

A modified financial statement may be seen on page 2; a complete audit is available on request from the business office.



Great Teachers-Scholars Campaign (1961-1981)

CENTENARY COLLEGE OF LOUISIANA
Condensed Statement of Current Fund Revenues,
Expenditures and Other Changes
Year ended May 31, 1981

	1981					
	Unrestricted	%	Restricted	%	Total	%
Revenues:						
Student tuition and fees	\$2,046,451	37.2	—	—	\$2,046,451	28.9
Endowment income	729,255	13.2	\$ 471,441	30.0	1,200,696	17.0
Gifts	1,292,003	23.5	672,684	42.8	1,964,687	27.8
Grants — Federal and state	141,745	2.6	130,198	8.3	271,943	3.8
Sponsored programs, organized activities and other sources	196,827	3.6	43,894	2.8	240,721	3.4
Sales and services of auxiliary enterprises	1,095,494	19.9	254,464	16.1	1,349,958	19.1
Total revenues	5,501,775	100.0	1,572,681	100.0	7,074,456	100.0
Expenditures and mandatory transfers:						
Educational and general:						
Instructional and departmental research	1,533,508	28.9	436,233	35.6	1,969,741	30.2
Organized activities relating to educational departments ...	13,585	.3	—	—	13,585	.2
Sponsored research	—	—	6,974	.6	6,974	.1
Other sponsored programs	—	—	137,148	11.2	137,148	2.1
Library	145,158	2.7	106,779	8.7	251,937	3.9
Student services	249,903	4.7	—	—	249,903	3.8
Operation and maintenance of physical plant	625,781	11.8	—	—	625,781	9.6
General administration	259,623	4.9	—	—	259,623	4.0
Staff benefits	133,836	2.5	—	—	133,836	2.0
General institutional	604,912	11.4	—	—	604,912	9.3
Student aid	368,731	7.0	466,170	38.0	834,901	12.8
Other	—	—	164,913	13.5	164,913	2.5
Mandatory transfers	14,898	.3	—	—	14,898	.2
Total educational and general	3,949,935		1,318,217		5,268,152	
Auxiliary enterprises	1,060,090	20.0	254,464	20.7	1,314,554	20.1
Total expenditures and mandatory transfers	5,010,025		1,572,681		6,582,706	
Other transfers and additions (deductions):						
Excess of restricted receipts over transfers to revenues	—	—	191,382	(15.6)	191,382	(2.9)
Transfers to plant funds	(13,106)	.2	20,805	(1.7)	7,699	(.1)
Transfer to quasi-endowment	(150,000)	2.9	—	—	(150,000)	2.3
Reclassification from endowment funds	3,000	(.1)	914	(.1)	3,914	(.1)
Reclassification between current funds	(133,082)	2.5	133,082	(10.9)	—	—
Total other transfers and additions (deductions)	(293,188)		346,183		52,995	
Total expenditures, transfers and other additions (deductions)	5,303,213	100.0	1,226,498	100.0	6,529,711	100.0
Net increase in fund balances	\$ 198,562		\$ 346,183		\$ 544,745	

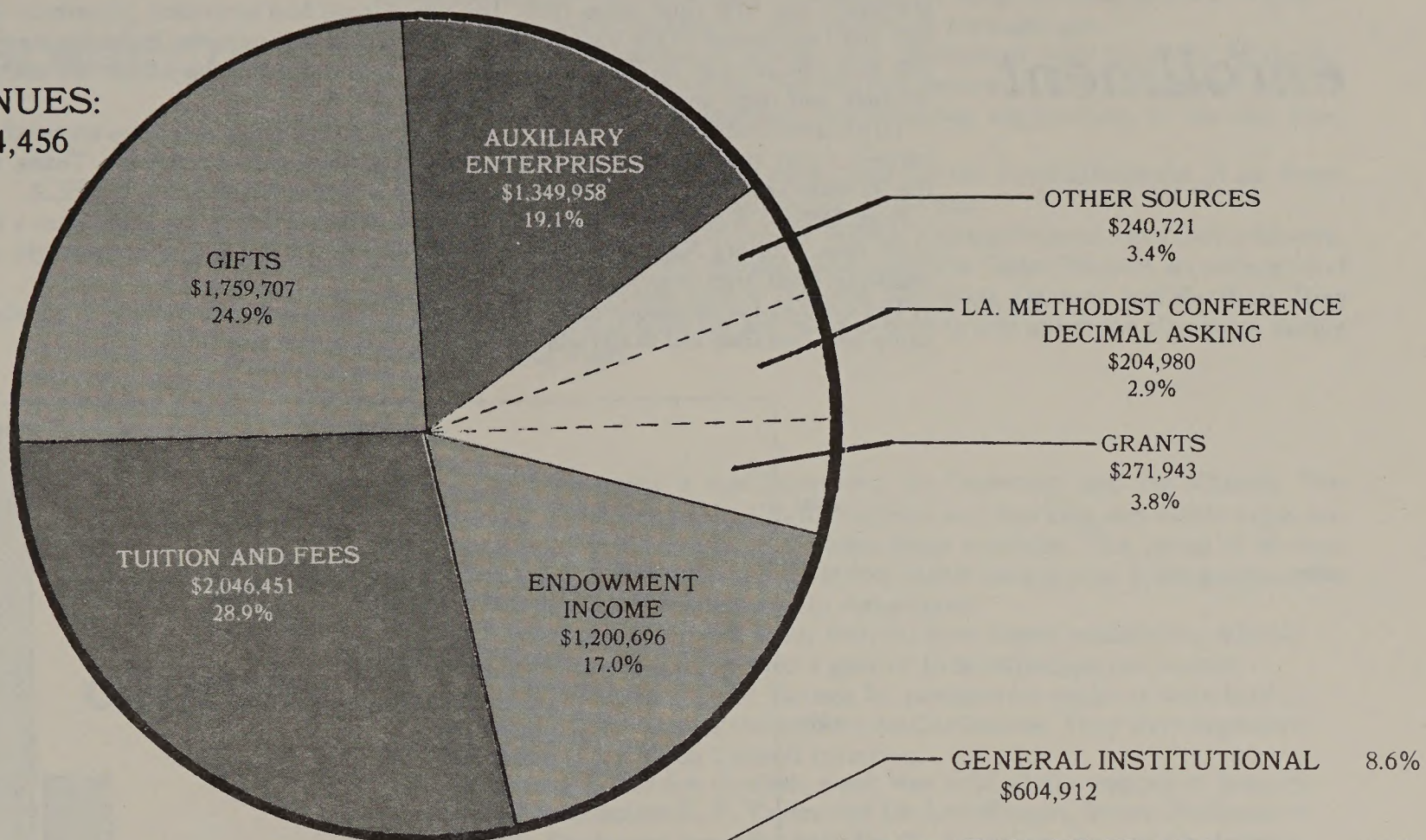
The condensed statement of current funds revenues, expenditures, and other changes appearing herein has been extracted and condensed from the financial statements of Centenary College of Louisiana, which have been examined and reported on by Pasquier, Batson & Co., independent certified public accountants. Such complete financial statements and report thereon by Pasquier, Batson & Co. may be inspected in the Business Office of Centenary College of Louisiana.

ENDOWMENT FUNDS:

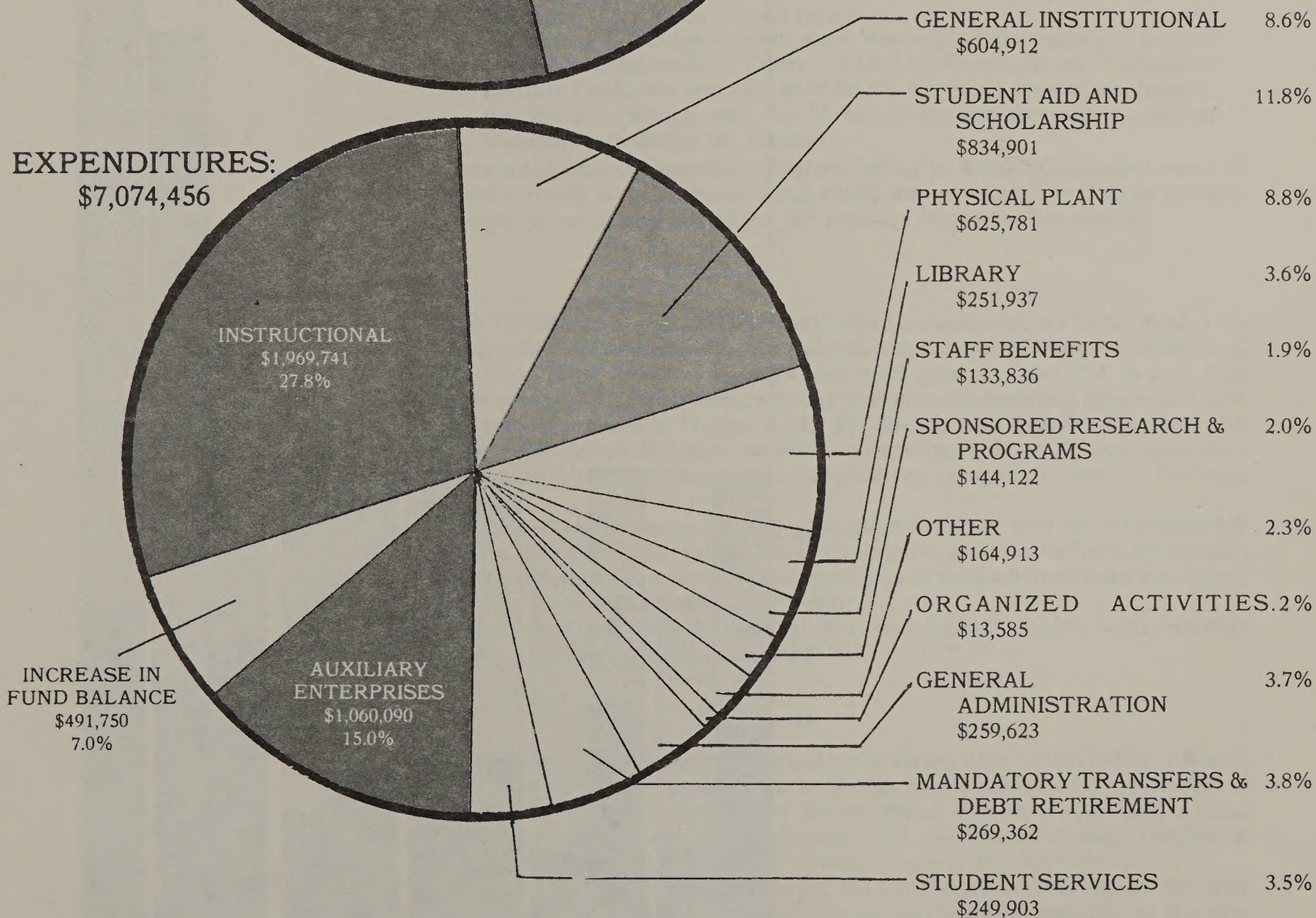
During the year ended May 31, 1981, the endowment funds increased \$2,082,812. The book value of these funds as of May 31, 1981 was \$13,542,147 and their approximate market value was \$13,230,000.

FOR YEAR ENDING MAY 31, 1981

REVENUES:
\$7,074,456



EXPENDITURES:
\$7,074,456



enrollment

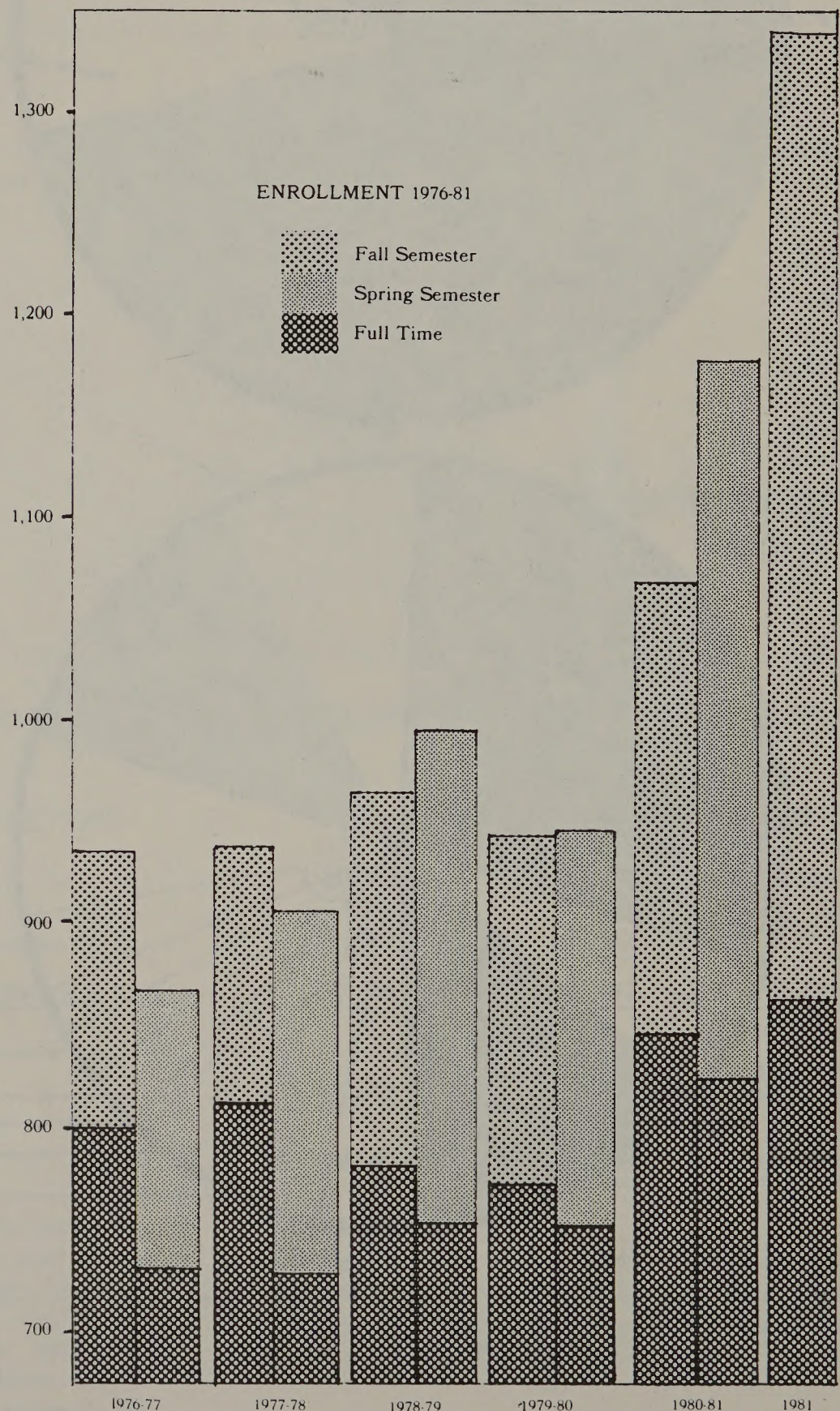
Sept. 12, 1980, was a red-letter day for Centenary College.

It was announced that day that enrollment for the fall semester had exceeded 1100 students—the first time since 1969. The enrollment had increased 10 percent over last year, compared to the national average increase of 1 percent. It was impressive, too, that the average ACT score of incoming freshmen was also above the national average and their sister classes at Centenary.

The fourth season of the Fabsteel-Centenary College Quiz Bowl was successful in its new 1 p.m. time slot on Saturdays. Texas High School of Texarkana, Texas, won the 31-team competition, aired on Shreveport's CBS affiliate station, KSLA.

High School Weekend in March drew over 300 prospective students from a five-state area. Honors Night Banquets were held later in the spring to spotlight outstanding local high school students.

The Office of Admissions also began work to co-ordinate the designs of all admissions and financial aid materials, which were ready for use in the fall.



academics

At the close of the 1980-81 academic year, Centenary boasted the addition of three new programs. A petroleum land management program is one of four in the South. Under the auspices of the School of Business, the program leads to a B.S. degree in business, or to a certification in petroleum land management.

A 3-2 program in computer science was established with Southern Methodist University in Dallas. A graduate receives two degrees: a B.S. in mathematics from Centenary, and a B.S. in computer programming, engineering, or the like from SMU.

During the spring, plans were completed for the re-establishment of an Army ROTC program. Recruitment will begin in the fall.

Centenary's 18th and 19th Woodrow Wilson Visiting Fellows were Carlos Mosely, Chairman of the New York Philharmonic, and Mrs. Gene Dahmen, an attorney and partner in the Boston law firm of Homans, Hamilton, Dahmen and Marshall. They met with hundreds of students and visitors both in and out of the classroom during their week-long visits.

the church

The 1980-81 year was a significant one for Centenary and the Church. The establishment of the Centenary Church Council as a working and viable organization was a resounding advance in church-college relations. This group of 40 men and women from throughout the Conference meets twice a year to set and promote goals for college-church relationship in three areas:

1. *Scholarship development.* Many districts have begun establishing scholarships and are working toward a goal of 10 scholarships per district.
2. *Student recruitment.* Open Houses for prospective students were held in each of the nine districts throughout the Conference. They were organized and hosted by Church Council members.
3. *Continuing Education.* A study week was held on the campus in January and led by Chaplain R. E. Taylor and Dr. Lee Morgan, Brown Professor of English. Centenary was also host for the Louisiana Annual Conference, the Pastors' School, and the United Methodist Women's School of Missions, held during the summer.

Among the Church Council's recommendations to Annual Conference was a 15 percent increase in the decimal asking which was accepted. The College was also extremely grateful for a significant gift from the Methodist Foundation.

athletics

The 1980-81 school year was launched to the beat of the 8th Air Force Band at the College's first All-American Luncheon. Held in the Hargrove Memorial Band Shell, it honored Beth Johnson, woman's champion gymnast, and Hal Sutton, U.S. Amateur champion golfer, along with the five other All-American gymnasts: Karen Edelsten, Kim Strauss, Margot Todd, Jill Brown, and Jennifer Forshee. Also honored was Valerie Harrison, an All-American tennis player. So significant were Hal and Beth's achievements that Paul Harvey recognized them on his noon newscast.

By the end of the season, the new gymnastics team had won the national AIAW Division II championship for the fourth consecutive year; the women's tennis team had won the state and regional championships, and the basketball team was named runner-up for the TAAC All-Sports trophy.

The annual Gents Club drive netted an all-time high of \$184,000, and an auction, benefiting women's athletics, raised \$20,000.

alumni

Career Day, sponsored jointly by the Alumni Association and the Office of Admissions, gave Centenary students and local high school students an opportunity to look closely at different vocations. Homecoming, Founders' Day, and Alumni Weekend brought many former students back to campus. A choir reunion at Hodges Gardens attracted scores of former choristers and their families.

The initial phases of a Class Agent System were begun in the spring of 1981 with the recruiting of 20 agents; the same number will be added annually for the next few years. They will assist with class reunions, development, student recruitment, career activities, and other programs of the Alumni Office.

endowment

A record \$2 million was added to the unrestricted endowment in 1980-81, bringing the total to over \$13 million.

The Campus Improvement Program, with \$173,284 in its endowed fund, continued its great strides to make Centenary's campus the beauty spot of this city. Over 100 dogwoods were planted in Crumley Gardens; construction of a brick and flagstone landmark on the corner of Kings Highway and Centenary was begun and dedicated to Mr. and Mrs. Harry V. Balcom, who have led and inspired the beautification program.

Lights were added to three tennis courts, and sprinkler systems were installed and renovated around the campus.

scholarships

President Ronald Reagan's cutbacks in aid to students was one catalyst for increasing scholarship funds at Centenary during 1980-81. Thirteen endowed scholarships totaling \$286,600, and 15 unendowed scholarships totaling \$30,554 were established during the year. Of these, seven scholarships totaling \$32,130 were established through the work of the Centenary Church Council and the Director of Church Relations.

special events

Centenary experienced a whirlwind year of special events beginning in the fall with the installation of the Brown Professor of English, Dr. Lee Morgan, at the President's Convocation, and campaign visits both by then First Lady Rosalyn Carter and now-President Ronald Reagan.

Appropriately in terms of the campaign visits, but not intentionally planned, the Marjorie Lyons Playhouse presented the World premiere of "*Ladies First*," a comedy about six of the nation's first ladies.

At Christmastime, Shreveport photographer Gerald McCarty presented to Centenary portraits of our three leaders—President Webb, Chairman of the Board George Nelson, and Bishop Kenneth Shamblin. The photographs hang in the Board Room of Hamilton Hall together with the gallery of Alumni Hall of Fame members.

Another, and very magnificent, artistic gift to the College came from Mr. and Mrs. Jack Stein in the form of a collection of paintings and sketches by the late Don Brown, longtime chairman of Centenary's Department of Art. The 132-piece collection is on permanent display in the library.

In the spring, Dr. Jeffrey Trahan was installed as the Keen Professor of Physics, a chair which had been established several years before by Dr. Cornelius D. Keen, a dedicated and beloved professor at Centenary, and his wife.

And to complete a year of exciting events, it was announced in May that Centenary College had won an Exceptional Achievement Award for improvement in public relations. Sponsored by the Council for the Advancement and Support of Education (CASE), the competition was nation-wide.

It was a good year. And it was prelude, we believe, to a better one.

What is past is a good beginning. Now we can step forward together, out of a time of crisis and sometimes near-desperation, to firm planning and bringing to maturity. Our task is both to undergird the financial future of the College, by scholarships and endowment, so that its destiny cannot again be jeopardized by a fluctuating market or a temporary recession; and to build an academic ethos of quality. We mean to provide young people with a foundation of learning and values unequaled anywhere, on a beautiful campus, in a Christian environment.

You know, these next four years are Centenary's 40th Quadrennium! They are years of promise. And the promise, surely, is that our brief lives and efforts, measured as they are at a gallop, may nevertheless be part of God's purpose for Centenary College—and may fit His plan for the eons, after all!

FINANCIAL HIGHLIGHTS 1977-1981

	1977	1978	1979	1980	1981	Percentage of increase since 1977
TUITION AND FEES	\$1,267,562	\$1,366,035	\$1,418,996	\$1,617,428	\$2,046,451	61.4
GIFTS (restricted and unrestricted)	836,936	1,400,851	2,544,314	1,440,140	1,759,707	110.2
AUXILIARY ENTERPRISES (income from dormitories, cafeteria, etc.)	800,298	832,415	955,106	1,069,755	1,349,958	68.7
ENDOWMENT INCOME	499,860	489,327	626,315	825,930	1,200,696	140.2
GRANTS	87,808	215,894	152,395	173,947	271,943	209.7
L.A. METHODIST CONFERENCE DECIMAL ASKING	148,137	465,729	363,588	263,022	204,980	38.4
OTHER SOURCES	32,492	41,317	49,720	133,429	207,474	538.5
ORGANIZED ACTIVITIES (income from Marjorie Lyons Playhouse, Meadows Museum of Art, etc.)	20,928	14,728	13,033	27,196	33,247	58.8
TOTAL	\$3,694,021	\$4,826,296	\$6,123,467	\$5,550,847	\$7,074,456	91.5

analysis

The 61.4 percent increase in Tuition and Fees since 1977 is due not only to increases in tuition, but also in student enrollment.

Gifts have increased by 110.2 percent since 1977, or \$922,771. Gifts include contributions to the Great Teachers-Scholars Fund, the President's Matching Fund, the Louisiana Foundation for Private Colleges, and certain other unrestricted and restricted funds. Since 1977, the Great Teachers-Scholars Fund has raised \$2,307,445; the President's Matching Fund, \$1,558,254, and Louisiana Foundation for Private Colleges, \$153,819.

Auxiliary Enterprises, which includes income from bookstore sales, cafeteria meal tickets, athletic receipts, the Gents Club, residence halls, and summer theatre, has increased 68.7 percent. One of the significant increases in this income account since 1977 is the amount of money raised by the Gents Club, \$254,464 in 1981.

An increase in oil and gas income since 1977 is one factor in the 140.2 percent increase in endowment income. Earnings from investments have more than doubled since 1977, and several professorial chairs have also been funded.

Grants awarded in such areas as college work study, the library, stress management, and Elderhostel have increased by 209.7 percent since 1977. The Louisiana Methodist Conference Decimal Asking funds have increased by 38.4 percent or \$56,843. The Conference raised \$829,317 for financial support of the College in 1978 and 1979.

Income from Other Sources has increased by 538.5 percent. This includes income from temporary investments, auxiliary rental income, conferences, and other collections. Organized Activity income has increased by 58.8 percent since 1977 and includes income from short courses, fall and spring theatre, and English Department films.

Total income since 1977 has increased by 91.5 percent or \$3,380,435. This increase almost equals total income received in the year 1977.



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J. Hugh Watson	Vice-Chairman
Austin G. Robertson	Treasurer
Elise Wheless Hogan (Mrs. Thomas E.)	Secretary
Ruby M. George	Assistant Secretary

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 Mrs. Beynon S. Cheesman
 Jack Cooke
 D.L. Dykes, Jr.
 Kenneth M. Fisher
 Mrs. Thomas E. Hogan
 Roy S. Hurley
 G.W. James
 Merlin W. Merrill
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 George R. Schurman
 Albert Sklar
 Fletcher Thorne-Thomsen
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TERM EXPIRES IN 1983

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 Harvey Broyles
 Mrs. E.J. Crawford, Jr.
 Benedict A. Galloway
 Sam B. Grayson
 John Spencer Hardy
 William H. Jackson
 Charles D. Knight
 Alfred L. Norris
 Douglas L. McGuire
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 Hoyt Yokem

TERM EXPIRES IN 1984

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 William H. Broyles
 Mrs. C.O. Foil
 Mrs. John A. Hendrick
 H. Blume Johnson
 Thomas H. Matheny
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 Loy Beene Moore
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D.P. Hamilton

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64 members

Our grateful thanks to members of The President's Club who contributed \$5,000 or more in unrestricted funds to Centenary's Great Teachers-Scholars Fund or the President's Matching Fund.

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- *Mr. & Mrs. Charles Ellis
Brown '48 & '48
- *Mr. & Mrs. Paul M.
Brown, Jr. '17 & H '75
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- *Dr. & Mrs. W.H. Broyles '45
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- *Monsanto Fund
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- *Pickett Food Service
- *The Scurlock Foundation
- *Texas Eastern Transmission Corp.
- *The Wheless Foundation
- *William C. Woolf Foundation

(cmg) — corporate matching gift

*denotes renewed members

THE FOUNDERS CLUB

145 members

We would also like to express our appreciation to members of The Founders' Club who contributed unrestricted gifts of \$1,000 to \$4,999 to Centenary's Great Teachers-Scholars Fund or the President's Matching Fund.

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- *Mr. & Mrs. William G. Anderson
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(cmg) — corporate matching gift

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Unrestricted gifts between \$156 and \$999 given to the Great Teachers-Scholars fund between June 1, 1980 and May 31, 1981 — a special thanks.

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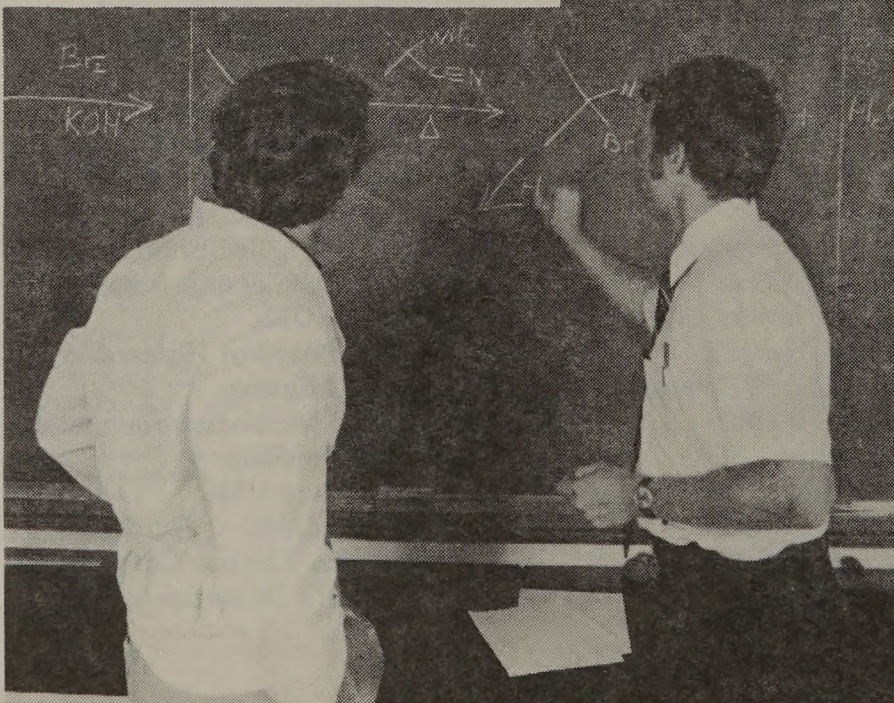
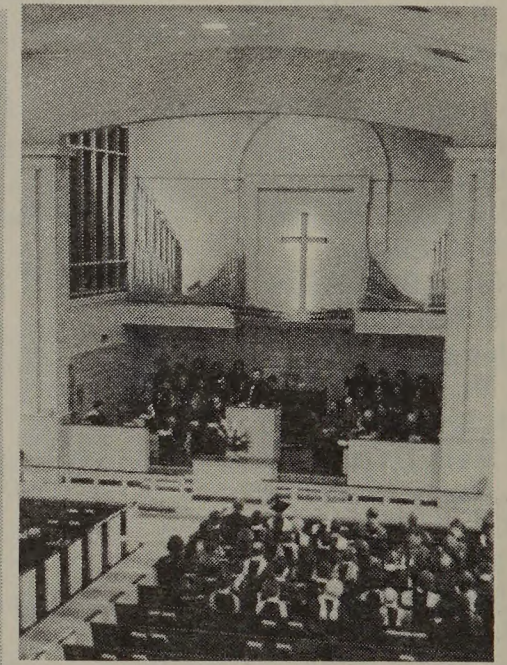
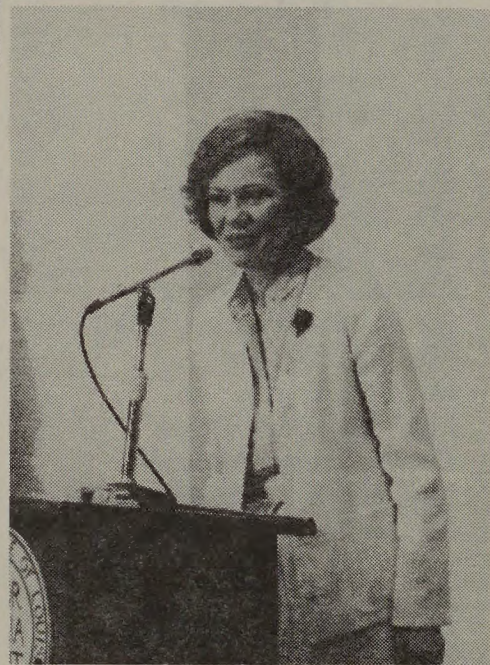
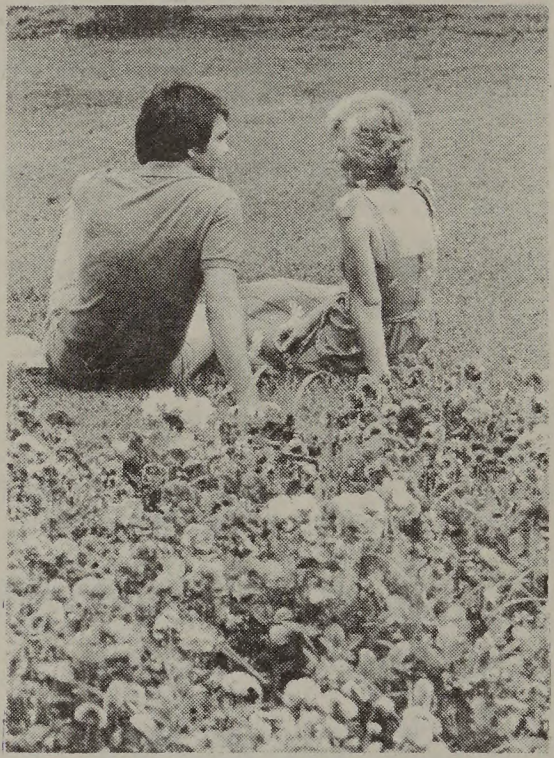
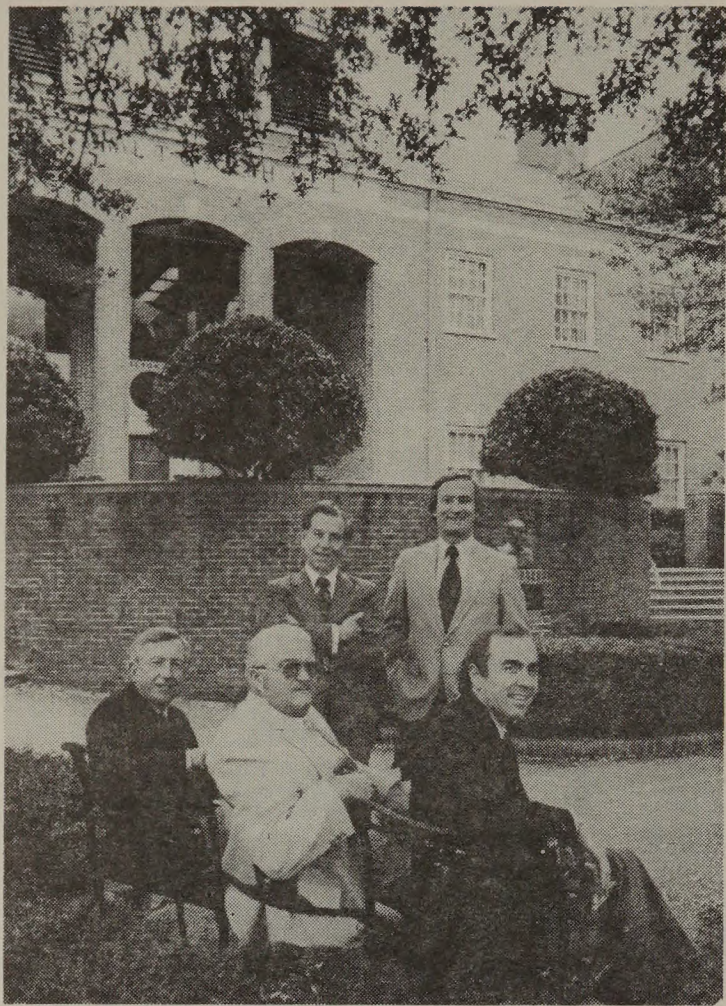
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